

# Assistant Brand Manager

## Job Summary

The Assistant Brand Manager provides input to the strategic direction of the brand, including the development of brand strategy and determining marketing promotional requirements.

**Level:** Manager

## Competencies

### Marketing Strategy (Level 3)

Establishing the marketing goals and objectives of the organization and identifying the strategy for achieving them.

**Applies the competency in the full range of typical situations, requiring guidance in only the most complex or new situations.**

- Translates the marketing strategy into operational plans across the marketing mix including elements of analysis, planning, implementation and control.
- Provides justification for changes to the marketing strategy based on a review of aggregated internal/external data.
- Allocates resources (e.g. financial, human, physical etc.) across the marketing mix.
- Facilitates collaboration across functions for specific marketing initiatives.
- Ensures consistency of marketing plan implementation across the marketing functions.

### Branding and Positioning (Level 3)

Establishing and maintaining the customer/client's value perception of the product/service/offering and organization.

**Applies the competency in the full range of typical situations, requiring guidance in only the most complex or new situations.**

- Identifies and evaluates potential brand and positioning scenarios.
- Prepares position statements for each brand to appeal to each targeted segment.
- Identifies strategies to exploit growth opportunities for the brand.
- Monitors brand performance indicators and adapts strategies as required.
- Monitors customer and market data to forecast the need to adapt segmentation and targeting strategies.

## **Marketing Planning & Analysis (Level 4)**

Translating the organization's branding and marketing strategy into a detailed plan of action to achieve organization's objectives.

### **Applies the competency in new or complex situations and advises others.**

- Drives strategic growth in defined consumer targets by aligning product and appropriate distribution channels including wholesale, e-commerce, and retail.
- Assesses the potential impact of wider environmental forces on the regional marketing strategy (e.g. culture, ethics, economics, politics, legal frameworks and sustainability).
- Leads cross-functional partners in the development of the annual brand plan to identify customer needs, business opportunities, competitive landscape, and behavioral objectives.
- Assesses the potential impact of wider environmental forces on the marketing strategy e.g. culture, ethics, economics, politics, legal frameworks and sustainability.

## **Digital Marketing (Level 4)**

Developing digital strategies, programs and tools in line with organization's branding and sales objectives.

### **Applies the competency in new or complex situations and advises others.**

- Measures and reports performance of all digital marketing campaigns, and assess against goals (ROI).
- Performs quantitative assessment and optimization of website experience and content through Google Analytics, multivariate testing, A/B testing, and user testing.
- Creates processes to ensure that digital capabilities and marketing program target, convert and retain goals and budget commitments are met.
- Assesses appropriate automation tools to evaluate the impact of digital marketing initiatives on organization's performance.
- Leads all aspects of digital marketing including SEO/SEM, affiliate, display re-targeting and acquisition, email marketing and content marketing.

## **Attention to Detail (Level 2)**

Working in a conscientious, consistent and thorough manner.

### **Confirms details before deciding how to act**

- Seeks out others to check or review own work for accuracy and completeness.
- Verifies assumptions and information before accepting them.
- Reviews all relevant information or aspects of a situation before taking action or making a decision.

## **Achievement Orientation (Level 3)**

Focusing efforts on achieving high quality results consistent with the organization's standards.

### **Helps others meet and exceed standards**

- Assists others to improve efficiency.
- Coaches others to follow own example of excellence.
- Contributes ideas for improvements in work methods, systems, processes, and procedures.
- Encourages responsible risk taking to achieve high quality results.

## **Digital Literacy (Level 3)**

Engaging with digital technologies to accomplish goals and solve challenges in the workplace.

### **Uses digital technologies in a wide range of standard and non-standard activities.**

- Evaluates the quality of information obtained through online searches.
- Uses digital technologies (e.g. cloud-based platforms) to facilitate collaboration and accomplish goals.
- Produces reports from the organization's digital assets to inform decision-making.
- Identifies security concerns that could adversely affect the organization, such as a lack of back-ups or virus protection.
- Experiments with multiple software solutions to determine the most appropriate option for producing the desired effect.
- Utilizes standard features available to regular users in industry specific software.

## **Inspiring Others (Level 3)**

Energizing and inspiring others to strive for excellence and commit to common goals and purposes, creating a sense of self-efficacy, resilience, and persistence in followers.

### **Fosters engagement across different teams.**

- Resolves conflict across teams fairly and sensitively.
- Translates the mission of cross-functional collaborations into terms relevant to each team's work, generating excitement and commitment.
- Seeks to understand and address concerns and resistance in cross-team collaborations.
- Recognizes individual and group achievements and talents across functions.
- Facilitates teams to understand and align their objectives with cross-functional goals.

# Responsibilities

## Advertising & Promotions

- Assist with the development of business and marketing plans
- Provide input on the strategic direction of the brand, including the development of brand strategy and ongoing evaluation of brand strategy
- Track and manage brand budgets to ensure profitable delivery of marketing initiatives
- Determine marketing requirements for promotions
- Develop presentations for senior marketing and sales managers
- Work closely with the brand management team to understand brand target and positioning
- Assist with the planning and execution of all events and activations with key trade partners
- Build volume and category growth assumptions to inform the development of business cases
- Participate in the development of plans and business-building campaigns that span innovation, promotions, and communications
- Collaborate with the marketing group to determine product placement, product messaging, and value propositions

## Knowledge Areas

- AC Nielsen Data Tools (Intermediate)
- IBM Cognos (Intermediate)
- Microsoft Office Suite (Intermediate)
- SAP (Intermediate)